

## Chef's Corner

### October 2002 – Issue 16

Navy Personnel Command  
Pers655

## DirecTV & the NFL

The NFL Football Season is here, and once again, the NFL has offered to provide the “2002 NFL Sunday Ticket” at no cost to MWR!

Effective immediately, all NAF MWR Activities wishing to subscribe to the “2002 NFL Sunday Ticket” must do so through DirecTV.

### Ordering Procedures:

1. **For Existing DirecTV Accounts:** If a NAF activity has an existing DirecTV account, only send a Purchase Order with the Basic Order Agreement No. – NAFBA1-97-G-0001 and a DirecTV Public Viewing order form and include your present DirecTV Account number and your current Fire Code Occupancy, (FCO), for the facility you are showing the program in.

For this opportunity contact NPC MWR Pers-655F2 for copies of the Public Viewing order form and send that and your PO to: DirecTV Inc. Box 5392 Miami, FL 33152-5392  
Tel #: 1-800-496-4915 Fax #: 1-888-493-7772

2. **For New DirecTV Accounts:** If you are establishing new DirecTV service you should take advantage of this offer: In exchange for a commitment to **prepay for a minimum of three, (3), qualifying programming services for each location**, each participating location receives
  - a. A deluxe DirecTV System, **(featuring an 18” dish, receiver and remote control, plus two, (2), additional receivers at no charge.)** (\$650.00 value)
  - b. Each location receives a hardware installation allowance of up to \$500.00
  - c. Each location receives FREE NFL SUNDAY TICKET, ( \$449.00-2499.00 value)

For this opportunity contact NPC MWR at [p655f2@persnet.navy.mil](mailto:p655f2@persnet.navy.mil) or Adam Lombardo, DirecTV National Accounts at 310-964-5311, for all relevant copies of the order forms.

## What's New in Branding?

**Another First for Navy MWR Food and Beverage...** On June 13, 2002, NAS North Island opened our **first** co-branded Long John Silver's and A&W restaurant via a license agreement. It is operated and managed by personnel who work for Navy MWR in the southwest region. This unit represents our **first Long John Silver's** and our **seventh A&W**. The location for this new restaurant is in the newly constructed Midway Landing building, just across from the carrier pier. Initial response from sailors has been very positive and daily sales have averaged over \$2,600 for the first three weeks of operation. NPC MWR paid for the license fees for this location. Included on the menu are seafood, hush puppies, Coney dogs, hamburgers, root beer floats and milkshakes. Questions regarding license agreements, advice on layouts or general food and beverage questions, please contact [p655f3@persnet.navy.mil](mailto:p655f3@persnet.navy.mil).



### **CFA Yokosuka has recently added its fourth Orion Food Systems brand in the Fleet Recreation Center.**

Hot Stuff Pizza is the latest brand that started operations on June 24, 2002. New offerings include personal pan pizza, full size pizzas, Buffalo wings and breadsticks. Hot Stuff Pizza joins Mean Gene's Burgers, Smash Hit Subs and Cinnamon Street Bakery on the third floor of the Fleet Recreation Center. Hours of operation for the Hot Stuff Pizza are 11a.m. to 9p.m. seven days a week. Sales have averaged \$1200 per day since opening and the food court sales have tripled since changing from the generic diner that occupied this space before the Orion Food Systems brands began operating in February 2001. Inquiries regarding Orion Food Systems should be directed to the Business Activities Branch at Navy Personnel Command by contacting [p655f3@persnet.navy.mil](mailto:p655f3@persnet.navy.mil).

### **Starbucks Coffee**

We are pleased to announce that Starbucks and NPC/MWR have agreed in principle work together in developing Starbucks store/kiosk sites. We are currently working on the license agreement and should have it finished in early October. Starbucks will offer two different programs, a drip program and a License program. The license agreement will cost \$15,000 per location plus a 5% royalty on gross sales. Under this program you will have access to every menu item and merchandise item Starbucks has to offer to include bakery offerings as well as sandwiches. The drip program only allows you to sell their coffee as a "We Proudly Brew Starbucks" program. The beauty of this program is that there are no fees. If you are interested in this new concept, please contact us by e-mail at: [Pers655f5@persnet.navy.mil](mailto:Pers655f5@persnet.navy.mil) or call us at 901-874-6652.

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## Behind the Bar...with p655f2

### Old Forester Bourbon

Brown-Forman plans to invest \$13 million to revitalize its oldest brand, Old Forester bourbon according to the Wall Street Journal (7/29). Jack Daniel's Tennessee Whiskey accounts for 48% of the spirits maker's sales, but Old Forester, launched in 1870, is what started it all. Plans include the release of Old Forester Birthday Bourbon, a limited edition bottling on Sept. 2, and a "Nothing Better" ad campaign for upscale bars and outdoor-oriented magazines. (From the Wall St. Journal)



### Adult Beverage Product

Diageo Great Britain will invest \$11 million pounds (US\$16.5 million) in advertising behind Smirnoff Black Ice, a "more male-oriented" extension of Smirnoff Ice, says Impact. This is the second ready-to-drink (RTD) beverage launched by Diageo in the UK this summer. In June the company rolled out "Gordon's Edge," a lemon-lime-flavored RTD version of Gordon's Gin, aimed at a slightly older (age 25-35) crowd than Smirnoff Ice, says the newsletter. Diageo is also looking into other RTD versions, including one for its Seagram's VO Canadian whiskey brand.

### Alternative Beverages

Nestle Waters North America will add the Nestle trademark and logo to its Aberfoyle water brand in the U.S. to better compete with Coke's Dasani and Pepsi's Aquafina brands, says Beverage Digest. Nestle will add a "Pure Life" tagline to packaging and plans an "aggressive national push" behind Aberfoyle in November. Nestle is a leading producer of bottled water in the U.S., but most of its volume is via strong regional brands like Poland Spring and Ozarka, says the newsletter. Nestle Aberfoyle/Pure Life will be a multi-sourced spring water. It is produced entirely in Canada but U.S. production will be added in 2003.

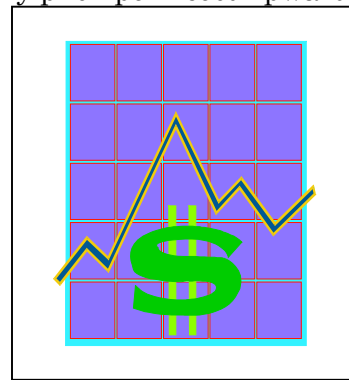


# Troubleshooting a Rising Pour Cost in your Adult Beverage Operation:

*Excerpts from: "Successful Beverage Management" by Robert Plotkin*

As pour cost increases, profit margins decrease. Rectifying the situation depends on finding the sources of the problem. The following eight items are factors that can cause pour cost to rise.

1. **Physical Inventory Inaccuracies** - Errors in the physical inventory process will provide misleading results. Common mistakes include products being overlooked, arithmetic errors, using inaccurate figures or changing inventory procedures.
2. **Lagging Sales Pricing** - Rising wholesale costs will steadily push pour cost upward. At some point rising costs will require raising drink prices.
3. **Poor Ordering and Receiving Procedures** - Examples include not carefully inspecting liquor shipments, or accepting products in the wrong quantity, wrong size package or at the wrong price.
4. **Promotional Discounting** - Discounting specialty items or not accounting for "customer appreciation" programs
5. **A Shift in Sales Mix Percentages** - A shift in your sales mix percentages can cause pour cost to increase. With few exceptions, premium and super premium liquor sell at a much higher cost percentage than do well brands. Premium and super premium liquors may sell at a higher cost percentage, but they also generate higher profits.
6. **Drink Portioning** - The staff may be over-portioning drinks, which negatively affects pour cost. Increasing the liquor portion in a drink from an ounce to an ounce and a half raises its cost and its alcohol potency.
7. **Unrecorded Spillage and Transfers** - Unrecorded spillage and transfers will make the beverage operation appear less efficient and profitable than it really is. Each result in inventory being depleted without an offsetting sale, which if not accounted for will cost pour cost to increase.
8. **Employee Theft** - Internal theft, practices such as selling unrecorded drinks, undercharging for drinks, and giving away free drinks will cause pour cost to increase dramatically.



When faced with a rising pour cost, which is the better approach to reverse the situation - look to lower costs or increase sales? In a perfect world the answer would be both. In reality the most effective approach is to concentrate on getting a handle on costs before devoting efforts to boosting sales.



## Wine Industry News

E&J Gallo Winery has acquired Louis M. Martini Winery, one of California's oldest vintners, reports The Los Angeles Times (9/11). The acquisition of Martini gives Gallo 680 acres of prime vineyards in Napa and Sonoma counties and a popular label for its middle-market varietals. The purchase is part of a continuing consolidation in the state's wine industry caused by over-planting and sluggish sales, analysts said. In addition, imports from fast-growing wine regions in South America and Australia are flooding the market with inexpensive quality wine. There are about eight large wine concerns besides Gallo that are on the hunt for California properties, says The Times. They include British beverage giant Allied Domecq, which owns the Clos du Bois, Buena Vista, Callaway and Mumm Cuvee Napa brands.



## Booze News

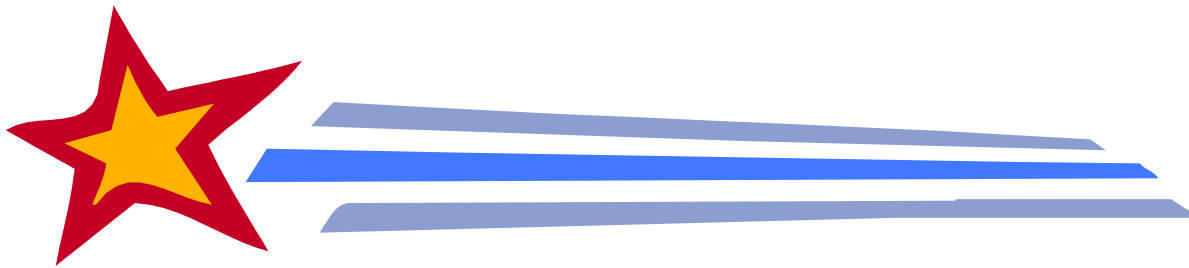
Dutch brewer Heineken reported an 11% rise in first-half net profit and said it was on course for similar growth through the rest of the year. Heineken's results show it outperforming its European peers, who have blamed poor summer weather for a slackening in beer demand, reports Dow Jones News. First-half sales rose 11%. The brewer said growth in the first half came mostly from its Heineken brand, which proved particularly popular in the U.S., Spain, Poland and Southeast Asia. Amstel Light Beer, another of Heineken's brands, saw flat sales the first half.

Sleeman Breweries Ltd. of Canada has signed an agreement with Sapporo Breweries Ltd. of Tokyo to produce Sapporo products for the U.S. market. According to the agreement, the Canadian brewer will produce selected Sapporo canned and bottled beers starting this December for a five-year term. The United States is Sapporo's largest export market, representing approximately 2 million cases in annual sales volume, reports Reuters News.

## Making \$ on the Golf Course and at Off-site venues

If you were at the ALA Show in August, you may have seen the Draft Caddy.

Designed to pour ice-cold draft beer, anywhere and anytime, this company claims to be able to pour 36-degree Fahrenheit draft beer without foam, even from a warm or agitated Keg. With the capacity to carry two full sized kegs, Draft Caddy gives you the freedom to pour up to two brands from spill free taps. For the ease of selling draft beer anywhere, pull it behind a golf cart or set it up at any remote venue. Check out the web site (<http://www.draftcaddy.com>) for more info or contact 1-877-393-6464.



## TurboChef

The **Turbochef** oven is not a traditional piece of kitchen equipment, rather a solution to the foodservice business. The technology itself works by using a combination of rapidly moving heated air & microwave energy. It cooks 7-10 times faster than a conventional oven without compromising quality and in most cases actually enhances the moisture and textural attributes of the food.

Guess what? Traditional ventilation is not required, so what this means is you can install this virtually at any location.

Just think cooking a fresh 12" pizza in 60-90 seconds (depending on the thickness of the crust and number of toppings), other appetizers just as quick.

New employee, no sweat you can train them in **30 minutes**, an employee that doesn't speak English, no problem, the oven can be programmed in **several** different languages. It even sets on a countertop and yes they are stackable.

The **TurboChef** is a single phase, 208 or 240V oven. This piece will save you in labor, food and electrical costs. That's 3 of the biggest cost on your P & L.

TurboChef's GSA contract price is \$7,995 plus shipping. For more information regarding this equipment contact [pers655f5@persnet.navy.mil](mailto:pers655f5@persnet.navy.mil).

## Catering Ideas

**Box lunches** for off-premise catering are an easy way to provide food without the hassles of hauling your chaffers and smallwares to the site.

Sometimes the customer has a difficult time trying to decide what type of sandwich to select for the group. Why not make it easy and offer a Half-n-Half Combination sandwich pack. Using a clear hamburger size clam-shell container; as an example make a half turkey on focaccia and a half roast beef on a Kaiser roll. Add a small soufflé cup of cole slaw or pasta salad, package chips, fruit, cookies or a brownie, you might even toss in a couple of chocolate kisses. Don't forget to add the name brand condiment packs to compliment the sandwiches.



I've stumbled across a new source for **party decorations** and it's call **ShinDigZ**. The company is located in South Whitley, IN. They offer a wide variety of cardboard props, assorted corrugated paper items, a rainbow of gossamer fabric including metallics, balloons, and assorted table decorations. You can reach them on-line at [www.Shindigz.com](http://www.Shindigz.com) or via phone at 800-348-5084.

## Interested in Catering Software?

**CaterMate**, catering and event management software is a full service Catering Program designed to assist you in the execution of your Catering Management functions. This software can assist your organization in: Electronic Function Bookings, Developing and accessing a Customer Database, Trace Files, Customizing Letters, Scheduling and developing Staff, Developing and accessing Room Layouts, Cost and Profit Analysis, Menu Management and much more.... For more info on this Software program. Contact:

CaterMate  
Attn: Ron Purvis  
61 Brown Rd.  
Ithaca, NY 14850  
Tel: 1-800-486-2283  
Email: [rlp@catermate.com](mailto:rlp@catermate.com)



## Food Trivia Question - Do you feel lucky today?

What is another name for pangi, kepayang and pakem?

The seeds, bark and leaves are poisonous. The seeds are used to kill rats and wild chickens. The bark and leaves are used to stun fish so they can easily be scooped up.

Hint: Part of the name is a popular fall sport.



## IMCEA Spirit of Excellence III Catering Conference

The IMCEA Spirit of Excellence Catering Conference is scheduled for March 26-28, 2003 at the Riviera Hotel in Las Vegas. Registration details will be available soon.... However, all Navy Club and Catering Managers are invited to attend. In addition to the IMCEA part of the Conference, NPC Pers-655F2 plans on sponsoring a one-day Navy Wide workshop. This one-day program will focus on topics you want to discuss.... Send all of your workshop topic ideas to [p655f2@persnet.navy.mil](mailto:p655f2@persnet.navy.mil) and block off these dates now so you could be sure to attend. This Conference is scheduled immediately after the 2003 National NightClub and Bar Show.

## Off Premise Catering & Broken China

Many believe these two go hand in hand. You cringe every time a purchase order has to be signed to purchase more china for your catering operation. Cambro has finally designed special racks that you can wash, store and transport your china all in one unit. These racks are specially designed to fit the size plates you use with closed side walls to eliminate dust, dirt, spilled food, cleaning chemicals and unsafe handling practices by your staff. Special identification clips help to identify the size and quantity of dish and sorting by different colored bases makes taking inventory a little easier. Cambo has an AFNAFPO contract number and can be ordered through BABCO International.

## Last Shot at "SMOKE IN A BOX" Units

SECDEF approved a three-year phase-in period to bring Services' MWR facilities into compliance with Executive Order (EO) 13058 (9 Aug 97). The EO prohibits smoking in all government-owned, rented, or leased interior spaces (including MWR facilities) or smoking out-of-doors near air intake ducts. On **7 December 2002**, any MWR facility not in



compliance with EO 13058 will permanently be designated a non-smoking facility. We are now past the 11<sup>th</sup> hour. If your command still intends to have a designated smoking area inside authorized MWR facilities, now is the absolute last chance to get your request in. Authorized facilities include bowling center, bingo hall, golf course clubhouse, bar/lounge, amusement, and gaming areas. To have equipment ordered, an "Installation Survey for Retrofit Smoking Room"

and the "Smoke Room Order Form" must be received by NPC by 31 October 2002. NPC will procure the retrofit smoking rooms and ventilation equipment centrally. However, installation will be the responsibility of local MWR activities. If you have any questions or require additional information, NPC POC is PERS-655C2 at (C) 901-874-6651, (DSN) 882-6651, or (E-MAIL) [p655c2@persnet.navy.mil](mailto:p655c2@persnet.navy.mil). For technical inquiries contact Ms. Kris Long, Senior Project Manager, Butler Manufacturing Company at (C) 816-968-3682 or (E-MAIL) [kalong@butltermfg.com](mailto:kalong@butltermfg.com).



## National Association of Concessionaires Conference Highlights

This year I (p655f4) attended the NAC conference, which was held in Ft. Lauderdale, FL. The conference is geared for concession type of foodservice operators: movie theaters, municipal parks & recreation groups, theme parks, seasonal recreational area venues, bowling centers, sports complexes & arenas, outdoor venues, convention centers, etc. For the most part everything that we in Navy MWR provide.



They have a "First Timer's" program, which partners a sponsor with a new first time attendee. This allows meeting with one person who can guide you through the conference and assists in helping you network with other members of the organization. (They are also the smiling face in a sea of strangers for you that first day.)

Besides the meetings, there was a small trade show with manufacturers who supply items to this part of foodservice. (These are just some of the mfg. that were at the trade show - Coca Cola®, Pepsi®, Miller Brewing®, f'Real!™ Products, American Licorice Company, Banner Candy Company, Bagcraft Packaging, Gold Medal Products, Gehl's Guernsey Farms, Hot Cookies, J&J Snack Foods, Nathan's Famous Inc., Nestle-USA, Odell's, Nutty Bavarian, Old Dominion Peanut Corp., The Proctor Company, Ricos Products Co., Vogel Popcorn, Weaver Popcorn.) We had a day at Florida International University School of Hospitality Management, as well as field trips to different local concession venues in the Ft. Lauderdale/Miami/Boca Raton area.

The most notable tips and items that stood out from the conference were:

- ◆ Concession food items are meant to be shared. A standard or king size candy bar just doesn't cut it when trying to share with your date. That is why the candy sold in theaters is packaged to shake into someone's hand or the smaller pieces are individually wrapped. Popcorn and nachos are great sharing items. Even large pretzels and be torn apart to share.
- ◆ Popcorn and soft drinks need to both come in a minimum of two sizes to facilitate a value packaging deals. The Kid's Combo package is a value to parents because each child can have their own popcorn, drink and candy without the hassles of greedy friends or siblings. Also it helps to reduce the passing and spilling of items in the theater.
- ◆ A frozen shake product by f'Real!™ was demonstrated. This product has great possibilities for use in single sailor centers, bowling centers, snack bars and anyplace where you want to serve a milkshake without all the mess and product consistency problems.
- ◆ Poppin' Glows Lick em Lights are another item that was a fun item that could be used in a lounge atmosphere or at a family themed event for the kids. The product is a popcicle on a straw foundation, and then you break a glow rod and insert it into the straw inside the popcicle resulting in a glowing frozen treat.

Next years' meeting is scheduled for June in San Diego at the U.S. Grant Hotel. If you have questions about the show contact [p655f4@persnet.navy.mil](mailto:p655f4@persnet.navy.mil).

## Popcorn Machine Cleaning Instructions

*This article courtesy of Proctor Company, Mr. Everett Hughes writes this article about cleaning and maintaining a popcorn popper.*

The popcorn machine must be cleaned each day to ensure that it produces a quality product. Also, you can expect a good, long life from your popper if it is thoroughly cleaned daily.

After you've popped the corn, always wipe the still-warm kettle with a damp towel or absorbent rag. It's important to do this while the kettle is still warm. Generally, this procedure will remove excess salt, and you can polish it the kettle with the rag.

If the kettle is still dirty, try Cretor's Inside Kettle Cleaning Compound. Place 1-2 teaspoons of the compound into the kettle with  $\frac{1}{2}$  to  $\frac{3}{4}$  inches of water. Boil for 4 minutes inside the kettle, taking care the water doesn't boil away. While the kettle is still warm, drain the water, allowing the kettle to dry 3 minutes before wiping a rough paper towel or clean absorbent rag.

Allowing the kettle to dry 3 minutes before attempting to remove the debris will provide the time necessary for the cleansing agent to interact with the air. This will induce the debris to peel from the bottom of the kettle like old paint flaking.

Repeat process with clean water and no solvent to remove residue. Finish by polishing the kettle with a soft-cleaning towel. Make sure the popper heat is off, allowing the kettle to cool. Be sure to follow these directions precisely.



Some other helpful cleaning hints:

- ◆ DO remove the perforated popper case bottom and clean daily as well as ledges around the popper bottom and warming area below.
- ◆ DO clean the glass daily inside and out as well as the inside the top of the popper case.
- ◆ DON'T immerse an assembled pan in water. This damages the electrical components.
- ◆ DON'T use steel wool or similar abrasives. They will remove the kettle's nickel plating.
- ◆ DO clean the base and metal top weekly with water or glass cleaner.
- ◆ DO clean the kettle while it is warm. This makes debris easier to remove as well as not allowing salt and excess carbon to build up.

## What's Hot from the Field: Idea Sharing

### Sneak Preview of Dinner & A Movie Program CNRSW Naval Base San Diego

"Pier 2 Trattoria", a 62-seat restaurant located in Club Metro, CNRSW Naval Base San Diego, has partnered with the Movie Theater for a joint promotion of exclusive Sneak Movie Previews. Club Metro is located directly across from the Movie Theater on the Naval Base. Approximately every two months, the NAVSTA Movie Theater receives a potential hit movie before it hits the general public. The movie is previewed on a Sunday evening at 7 PM for approximately 900 guests. All seating is first come, first serve, with lines developing at 5 PM. We have developed a program, Sneak Movie Preview Dinner, to attract a share of this market. Pier 2 Trattoria offers a Dinner for two for \$25 from 4-7 PM on the day of the Sneak Preview. For \$25 our guests receive 2 appetizers, 2 pasta entrees, 2 desserts, 2 non-alcoholic beverages and 2 tickets for reserved seating at the show. We offer a set menu with 4 choices in each category. When the customer pays for the dinner, they receive two tickets to the movie theater verifying their "priority seating" status. Prime seats are roped off in the Movie Theater and reserved for Pier 2 Trattoria Sneak Preview Movie Dinner Guests. Reservations are recommended for guaranteed service.



Our first Sneak Preview Movie Dinner was held on May 26, 2002 for the preview of "The Sum of All Fears". For the first event, we did not accept reservations and we did not have priority seating tickets. Pier 2 Trattoria had eleven couples walk in for total revenue of \$275. The average food revenue for a Sunday evening during this time period is \$75. The second Sneak Preview Movie Dinner was July 14 for "K19: The Widowmaker". We had a total of 32 reservations and 8 walk-ins. Total revenue was \$500.00 and 40 happy customers that will return for the next showing with friends.



For more information regarding this program contact the F&B at 619-556-7028.



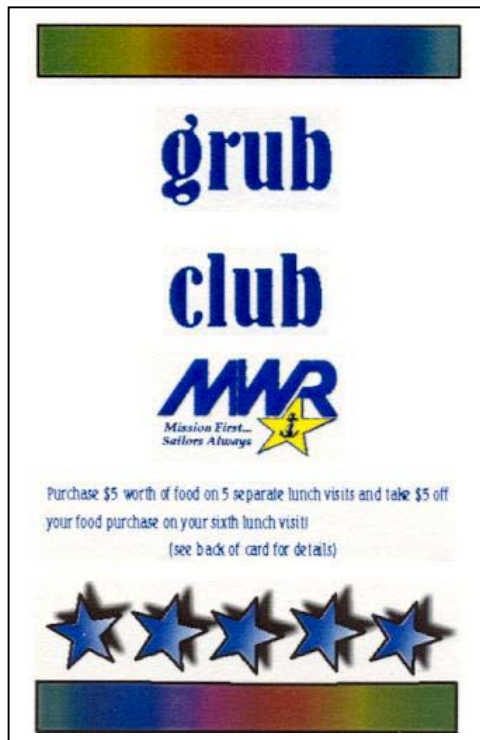
## Grub Club Card

Increasing the number of times your customer visits to your snack bar or restaurant can be as simple as following in your competitors' footsteps. Many of your competitors offer a special deal on a particular day of the week, the restaurant is part of a major company which a national media campaign via television and/or radio, through the use of high school discount cards or even having their own frequency punch cards.

Create your own frequency patron card to capitalize on those customers who visit your operations but entice them to come more often. When they complete the number of purchases required, the customer can obtain a lunch for free (with limitations & restrictions). You determine the required number of lunches with specific minimum dollar amounts. Make sure to have a unique hand punch for the card or stamp that cannot be easily obtained to discourage fraudulent use.

You can monitor the results of the program by the number of card punches and cards redeemed.

Listed below is an example of what your card could look like.



Purchase \$5 worth of food on 5 separate lunch visits and take \$5 off your food purchase on your sixth lunch visit!

**MWR**  
Mission First...  
Sailors Always

Valid at participating locations. One punch per visit per day.  
Valid on food and soft drink purchases only, alcoholic beverages not included. Offer good from 11am-2pm only.  
The following information must be completed upon redemption.

name \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_

zip \_\_\_\_\_ age \_\_\_\_\_ phone \_\_\_\_\_

email \_\_\_\_\_



## Free Appetizer Menus!!

Yes, you read that correctly! **FREE!** Anchor a name we all know in the appetizer business (Home of the Original Poppers®, breaded mushrooms, breaded zucchini, Olivenos®, etc.) are offering you an opportunity to get free appetizer menus printed. The menus are available each quarter, with a limit of 150 copies each quarter. This gives you the opportunity to change your appetizers each quarter if some items are not selling as well and to offer some new ones. One stipulation to this agreement is that at least one of the products needs to be an Anchor appetizer.

You ask, what do I need to do to get these menus. Go to [www.1800poppers.com](http://www.1800poppers.com) and click on "The Customizer®" and follow the directions.



## Fall Fountain Pepsi Promotions

Pepsi fall fountain promotions are focusing on Twist-n-Go Cup sales. The cups come in 2 sizes: 32 oz. & 44 oz.

The 32-oz. cup can be purchased from Huhtamaki (Contact Renette at 800-539-3726 or 207-873-3351x250, fax 207-877-6254, email [renette.couture@us.huhtamaki.com](mailto:renette.couture@us.huhtamaki.com) for pricing and placing your order.) The designs for the 32-oz. cup are Pepsi Sammy Sosa, Mountain Dew NASCAR Racing Schedule, Pepsi Jeff Gordon, Generic Pepsi, Generic Mountain Dew, Pepsi Ken Griffie, Pepsi PGA and Pepsi Theater.



The 44 oz. cup is available from Berry Plastics (Contact Debbie at 785-838-8483 for pricing and placing your order.). The designs available in the 44-oz. size cup are Pepsi Sammy Sosa, Pepsi Shakira, Mountain Dew NASCAR Racing Schedule, Pepsi Jeff Gordon, Generic Pepsi and Pepsi Theater.

The NFL went with Pepsi this year for their contract. They will be having NFL cups available to order as well. At this time I do not have a date for placing those orders. These would be a great time to promote for the NFL season and for the Super Bowl in Jan. 2003.



## Taking Care of Business

Jim Sullivan wrote an article in July 2002 about “Why The Best Restaurant Operators Provide – No Customer Service”. The basis for the article is to simply take care of the customer. The server needs to anticipate their customers needs – like the condiments needed for all the guests at the table, beverage refills, extra rolls or butter and suggesting desserts being featured. It also means greeting the customer with a pleasant smile in person and even while on the telephone and if they also happen to be the 75<sup>th</sup> caller of the evening. Take care of the customers’ problems before they leave the restaurant. A happy customer results in repeat business, which is what you’re looking for. Taking care of the basics of your staff can help them take care of your customers. Stock the items the servers need to take care of the customers. (Jim Sullivan is an award-winning trainer, consultant and author in the foodservice industry.)



### New Products / Equipment OR New to You Products

#### **Frute'- Sorbet the Island Way**

Unique line of fruit sorbet in a frozen fruit shell.

Flavors: Coconut, Orange, Lemon, Pineapple and Apple

Apple is only available in a half portion; the rest are available as halves or whole fruits.

Sorbet, The Island Way; Phone: 727-595-0260; Web site: [www.islandsorbet.com](http://www.islandsorbet.com)

#### **Carbon's Golden Malted Pancake & Waffle Flour**

Now you can offer malted waffles to your customers by using this product. This product is not available through any distributor but via direct purchase from Carbon's in Buchanan, MI, wholesale pricing & shipping is from South Bend, IN. They also feature a Waffle Baker Program, in which they supply Carbon's commercial waffle baker on loan to you at no cost with the exclusive use of Carbon's Golden Malted Pancake & Waffle Flour. Visit their web site at [www.goldenmalted.com](http://www.goldenmalted.com) for more information.



## 10 Classic Tabletop Mistakes

1. **Make the investment.** – You need more than the number of seats in your dining room, especially the frequently used items. It is suggested that you would need 4 times the number of seats that you have. Think of this across the board to include your silverware and glassware.
2. **Know when to retire.** – Your china and glassware that is. When the glazing is coming off your plates, the rims are chipping or black marks are showing up its time to get rid of the plates. If your glassware is cloudy from hard water or the rims have chips, it's time to get them the heave ho too.
3. **Eclectic isn't in.** – Flea market bargains need to stay right where they are. Everything needs to match. To make replacement easy, keep the pattern number and ordering information in a safe place to make your replacement buying easier.
4. **Size does make a difference, when talking tabletops.** Get out the tape measure to see if those plates or platters will leave enough room on the table for the customers to dine. Your solution is to either increase the size of your table or change the size of your china.
5. **Wobbling tables annoy customers.** – Get the table fixed properly, nothing else will do.
6. **Less is more.** – This refers to the amount of items (centerpieces and condiments) on the tabletop. Locate the condiments close by for the server to retrieve when needed. This helps reduce the cleaning of the side items nightly when they are left on the tables on a consistent basis.
7. **Brighten up the landscape.** - While less is more, it does help to increase the height of the table. Use of vertical napkin folds and water glasses on the table can help in this area.
8. **Nix the soufflé cups.** – Go with metal or glass to make a statement about the quality of your establishment. Paper soufflé cups are great for the quick-service style of restaurant service.
9. **Ban the bleach.** – Use a regular silverware presoak to clean your silverware. Bleach will pit and tarnish your flatware.
10. **Simply keep it clean.** – You need to go an extra step in your cleaning, since grease is in the air in many of our operations. Daily cleaning of the tabletop items isn't enough. Once a week send the salt & pepper shakers, sugar holders, etc. through the dishwasher. Don't forget to clean those menu holders too.

## Condiments Spur Interest on Menus

Responses are from operators concerning the use of condiments on their menus.

- |                                 |  |
|---------------------------------|--|
| 1. Individual portion packs     | 7. Hot Sauce/Louisiana Style                 |
| 2. Barbecue Sauce/Mustard Based | 8. Barbecue Sauce/Tomato Based               |
| 3. Salsa                        | 9. Salad Dressing                            |
| 4. Jamaican Jerk Sauce          | 10. Hot Sauce/Mexican                        |
| 5. Teriyaki Sauce               | <i>Source: Restaurant &amp; Institutions</i> |
| 6. Chile Sauce/Asian            | <i>Marketplace, August 2002</i>              |



## Conferences & Seminars

### Tennessee Foodservice Exposition

Oct. 13-14, 2002

Nashville Convention Center, Nashville, TN

Contact: TN Restaurant Assoc.,

[swgoad4food.aol.com](mailto:swgoad4food.aol.com)

Tel: 800-897-2703

### Mid-Atlantic Food, Beverage and Lodging Expo

Oct. 23-24, 2002

Maryland State Fairgrounds, Timonium, MD

Contact: Rest. Assoc. of Maryland & Rest. Assn. Of Metro Washington,

[kwhittington@marylandrestaurants.com](mailto:kwhittington@marylandrestaurants.com)

Tel: 800-874-1313



### Southeastern Restaurant, Foodservice & Beverage Show

Nov. 4-6, 2002

Cobb Galleria Center, Atlanta, GA

Contact: GA Hospitality & Travel Assoc.,

[g.slivenik@gha.com](mailto:g.slivenik@gha.com)

Tel: 404-873-4482x224



### International Hotel/Motel & Restaurant Show

Nov. 9-12, 2002

Jacob K. Javits Convention Center, New York, NY

Contact: Christian Falkenberg,

[www.ihmrs.com](http://www.ihmrs.com) or [www.glmsshows.com](http://www.glmsshows.com)

Tel: 914-421-3296

## 2003 Dates

### Nightclub & Bar Show Expo

Mar. 25-26, 2003

Las Vegas, NV

### IMCEA Catering Expo

Mar. 27-28, 2003

Las Vegas, NV

### IMCEA Conference

May 14-16, 2003

Wyndham Hotel in downtown Chicago.

### NRA Show

May 17-20, 2003.

For more information contact Sari Jill Schneider at 703-273-0073.

## Seeking Field Assistance!

Do you have a secret desire to become a writer? We're looking for you. Share your ideas and/or success stories with other MWR folks in the next issue of Chef's Corner. Send your input to [p655f4@persnet.navy.mil](mailto:p655f4@persnet.navy.mil).

## Marketing Ideas

### Armchair Quarterbacks Unite!!

Football season brings more customers into our facilities. From December 17 through January 3 there are 28 different college bowl games to promote your food and beverage programs.

Some operations have run contests early in the season, and the winners get to have front row seats in a special recliner section. This section is also provided special waitress service. You might even want to furnish it with a few rubber remote controls or even a couple of referee pull-apart dolls for those times when the ref made a brainless call.

Others have different food & drink themes for the big game. An example would be if the game was being held in New Orleans, the food would feature items such as Cajun Shrimp Po'Boys, Gumbo and Jambalaya.

Hot dog bars and all you can eat taco buffets are always popular. You might even want to feature some "Bowl" menu items like Chicken Teriyaki Rice Bowl, Creole Red Beans & Rice Bowl or even a Texas Bbq Bowl.

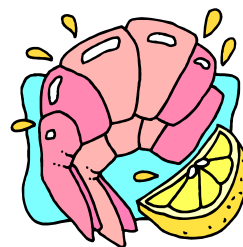
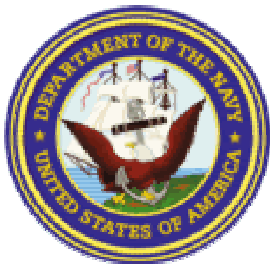
Here is the list of all the college bowl games, so you can start to put on your thinking cap. Involve your staff, they will support the event even more if they've had a hand in the planning it. Get creative!! Let us know what you did and send some photos, we'll put them in the next issue of Chef's Corner.

- 17 Dec: New Orleans Bowl, New Orleans, LA
- 18 Dec: GMAC Bowl, Mobile, AL
- 23 Dec: Tangerine Bowl, Orlando, FL
- 25 Dec: Las Vegas Bowl, Las Vegas, NV
- 25 Dec: Hawaii Bowl, Honolulu, HI
- 26 Dec: Motor City Bowl, Pontiac, MI
- 27 Dec: Insight.com Bowl, Phoenix, AZ
- 27 Dec: Houston Bowl, Houston, TX
- 27 Dec: Independence Bowl, Shreveport, LA
- 27 Dec: Holiday Bowl, San Diego, CA
- 28 Dec: Alamo Bowl, San Antonio, TX
- 28 Dec: Continental Tire Bowl, Charlotte, NC
- 30 Dec: Seattle Bowl, Seattle, WA
- 30 Dec: Silicon Valley Classic, San Jose, CA

- 30 Dec: Music City Bowl, Nashville, TN
- 31 Dec: Humanitarian Bowl, Boise, ID
- 31 Dec: Sun Bowl, El Paso, TX
- 31 Dec: Liberty Bowl, Memphis, TN
- 31 Dec: Peach Bowl, Atlanta, TN
- 31 Dec: San Francisco Bowl, San Francisco, CA

#### 2003

- 1 Jan: Cotton Bowl, Dallas, TX
- 1 Jan: Outback Bowl, Tampa, FL
- 1 Jan: Gator Bowl, Jacksonville, FL
- 1 Jan: Capital One Bowl, Orlando, FL
- 1 Jan: Rose Bowl, Pasadena, CA
- 1 Jan: Sugar Bowl, New Orleans, LA
- 2 Jan: Orange Bowl, Miami, FL
- 3 Jan: Fiesta Bowl, Tempe, AZ



National Cookie Month  
National Dessert Month  
National Pasta Month  
National Pizza Festival Month  
National Popcorn Poppin' Month  
National Pork Month  
National Pretzel Month  
National Seafood Month  
Fire Prevention Month  
Go Hog Wild and Eat Ham Month  
([www.countryham.org](http://www.countryham.org))  
Vegetarian Awareness Month

7 Oct – Child Health Day

10 Oct – US Naval Academy Founded (1845) ([www.usna.edu](http://www.usna.edu))

13 Oct – US Navy Established (1775) ([www.navy.mil](http://www.navy.mil)) – 227 yrs.

16 Oct – National Boss Day

25 Oct – Ugly Pickup Parade

28 Oct – Bring Your Jack-O-Lantern to Work Day ([www.pumpkinmasters.com](http://www.pumpkinmasters.com))

31 Oct - Halloween



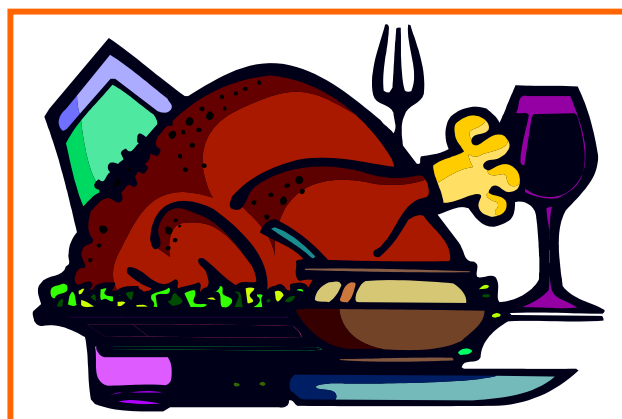
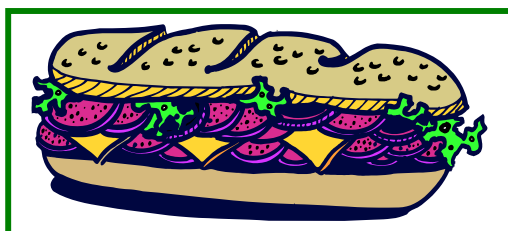
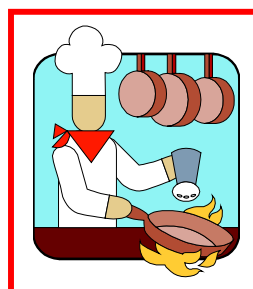
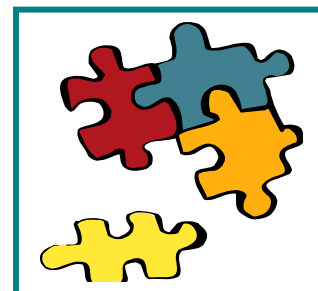


National Diabetes Month  
 National Georgia Pecan Month  
 National Pepper Month  
 National Raisin Bread Month  
 Aviation History Month  
 Peanut Butter Lovers' Month

2<sup>nd</sup> week – National Split Pea Soup Week  
 3<sup>rd</sup> week – National Culinary Week  
 4<sup>th</sup> week – Military Family Appreciation Week ([www.asymca.org/family\\_week.htm](http://www.asymca.org/family_week.htm))  
 4<sup>th</sup> week – National Cookie Week

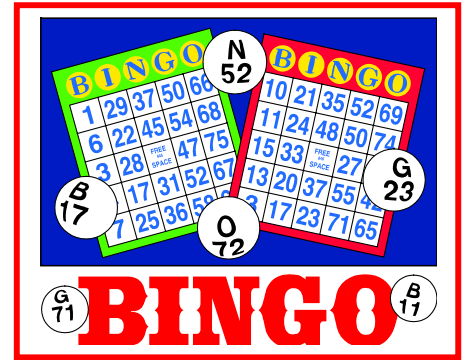
4<sup>th</sup> week – National Game & Puzzle Week ([www.patchproducts.com](http://www.patchproducts.com))

2 Nov – National Deviled Egg Day  
 3 Nov – Japan: Culture Day  
 3 Nov – Sandwich Day  
 5 Nov – National Doughnut Day  
 9 Nov – Marine Corps Established (1775) – 227 yrs.  
 11 Nov – Election Day  
 11 Nov – National Sundae Day  
 17 Nov – Take a Hike Day  
 18 Nov – Mickey Mouse's Birthday (1928) - 74 yrs.  
 21 Nov – Great American Smokeout  
 22 Nov – National Roast Turkey Day  
 28 Nov – National French Toast Day  
 28 Nov – Thanksgiving Day



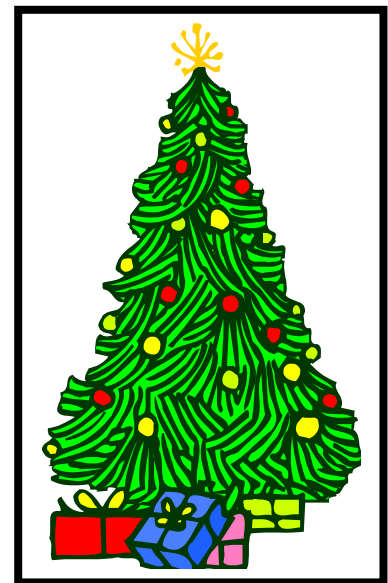
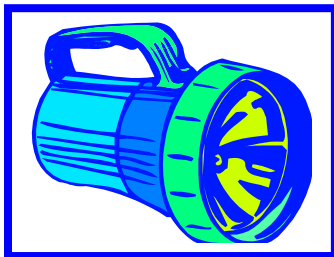
Bingo's Birthday Month  
 National Drunk and Drugged Driving Prevention Month  
 Safe Toys and Gifts Month

2<sup>nd</sup> & 3<sup>rd</sup> week – National Drunk Drivers Awareness Weeks



1 Dec – National Pie Day  
 4 Dec – National Cookie Day  
 6 Dec – National Gazpacho Day  
 13 Dec – National Cocoa Day  
 16 Dec – National Chocolate Covered Anything Day  
 17 Dec – National Maple Syrup Day  
 20 Dec – Underdog Day  
 21 Dec – National Flashlight Day  
 24 Dec – Christmas Eve

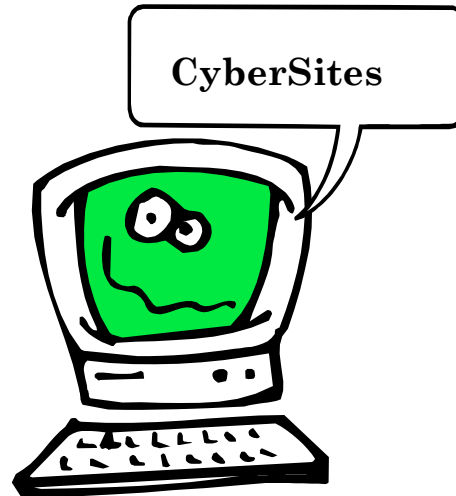
24 Dec – National Egg Nog Day  
 25 Dec – Christmas Day  
 26 Dec – National Candy Cane Day  
 26 Dec – Start of Kwanzaa  
 28 Dec – Eat Vegetarian Day  
 31 Dec – New Year's Eve



New products are always being added to the product line at Hubert. Check out the 4200 new products at their web site [www.hubert.com](http://www.hubert.com) and click on the link at the top of the page. They're a great source for baskets, display props, labels, smallwares and wire display stands.

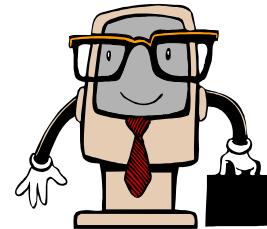
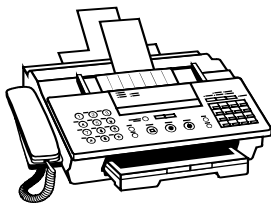
<http://www.promotrack.com/Military/> - this web site offered by Anheuser-Busch is provided for Military Adult Beverage retailers. Check this site often for up to date info on A&B products, promotions and services. Be sure to check the recipe link and experiment with many of the delicious recipes made with A&B products.

This web site developed by the University of Las Vegas is probably the best web site available for accessing anything that has to do with Food, Catering or Beverages – [www.unlv.edu/Tourism/catres.html](http://www.unlv.edu/Tourism/catres.html).



Yearly reminder of the ever-popular turkey web sites offering assistance with cooking and serving this noble bird. Try [www.butterball.com](http://www.butterball.com), [www.carolinaturkey.com](http://www.carolinaturkey.com) and [www.oceanspray.com](http://www.oceanspray.com).

## Contact Corner



Seeking assistance for your food & beverage operation or just want to say hi to the folks listed, give us a call at 901-874-6639, DSN 882-6639, fax 901-874-6838 or email us.

### Food, Beverage & Entertainment Section

Head, Food, Beverage & Entertainment Section – [p655f@persnet.navy.mil](mailto:p655f@persnet.navy.mil)

Catering & Adult Beverage Specialist – [p655f2@persnet.navy.mil](mailto:p655f2@persnet.navy.mil)

Corporate F&B Operations Manager – [p655f3@persnet.navy.mil](mailto:p655f3@persnet.navy.mil)

Executive Chef – [p655f4@persnet.navy.mil](mailto:p655f4@persnet.navy.mil)

Management Analyst – [p655f5@persnet.navy.mil](mailto:p655f5@persnet.navy.mil)

## Parcheezi's and Market St. Grill Ideas

The holidays have rolled around once again like clockwork. It's a challenge to create specials that can compete with the traditional foods of the season; roast turkey, baked ham, stuffing, yams, green bean casserole, acorn squash, pumpkin pie, cranberry sauce and a multitude of sweet confections. With this in mind, offer the simple and healthy alternative to lighten the "guilt" of over indulgence.

### Chicken Tender Wraps

Crispy chicken tenders wrapped with lettuce, tomatoes, cheddar cheese and creamy ranch dressing. For extra heat try buffalo chicken tenders with everything and a splash of buffalo wing sauce to kick up the spice level.

### Turkey & Cranberry Wrap-Up

Shaved turkey with Swiss cheese and tangy cranberry sauce wrapped in a warm flour tortilla. Served with a honey mustard sauce.

### Grilled Mixed Vegetable Sandwich

A healthy option during the holiday season of grilled mixed vegetables (eggplant, mixed bell peppers, red onion and zucchini) served on grilled sourdough bread with a grainy horseradish mustard sauce. Fresh tomato and basil make a flavorful addition to this sandwich.

### Vegetable Pizza

Load up this pizza with onions, green peppers, mushrooms and black olives.

### Meat Lovers Pizza

For those who just want to indulge while watching all the bowl football games. Top the pizza with sausage, ham or Canadian bacon, ground beef and of course everyone's favorite – pepperoni.

